

A Tip for Closing Sales in December

By Caryn Kopp, Chief Door Opener®

Have any of your prospects said "yes" to your competitor this year instead of you? How sure are you that they still feel they've made a good decision? For many decision makers, December can be a time of reflection on the outcome of the choices they made throughout the year.

One seller recently told me she wasn't chosen for a big RFP (request for proposal). She had worked very hard to create a great relationship with the prospect and, in the end, the prospect's boss gave the nod to the competitor. Although disappointed, the seller was not deterred. She checked in with her prospect monthly to see if there was anything she could do to help and to see how satisfied the decision maker was with the selected vendor. Six months into the contract, the vendor chosen was not delivering according to promised service levels. The decision maker didn't think it would improve. The seller saw the opportunity and offered to take the project over. The prospect not only agreed but was also thankful to have the project back on track! That resulted in a six figure sale. Morale of the story...these sales can still be yours...but only if you stay in touch!

Situations change and projects previously on hold can come off hold. Reach out now so you are sure to be top of mind and collect when the money is on the table!

I've heard many people saying the year is over and it's time to think about next year. While those people coast through December YOU have the opportunity to finish the year strong!

*Caryn Kopp is the Managing Director and Chief Door Opener® of Kopp Consulting, LLC, a nationwide company whose **Door Opener® Service** helps clients secure initial meetings with high-level, hard-to-reach decision makers. They also help clients prepare for important prospect meetings and close sales sooner. Kopp is the author of *The Path To The Cash!® The Words You NEED To Bypass Those Darned Prospect Objections!* Reach her at www.koppconsultingusa.com or ckopp@koppconsultingusa.com*